#### **ORGANICS RECYCLING**

THE RAGS, ROCHE, WASTECAP STORY

Instilling a Cultural Change...

**Ted Brown and John Connolly** 

#### Hannaford Bros. Co 15 years - Developing Organics Recycling Initial Savings Marginal Worth Doing Education, Education Top Management Support A Must Organics Recycling...A Better Way

☐ Change the Culture or Don't Start....

#### "Hands On Approach" Supermarkets Generate a Lot of Organics Ted Brown-Consulting Brought Experience Entered Contract With DEP Roche Top Management Committed Education, Education

# Massachusetts DEP Funding Hired Ted Brown-Consulting Provided Fresh Approach and Partnerships Developed Strategy Results Focused

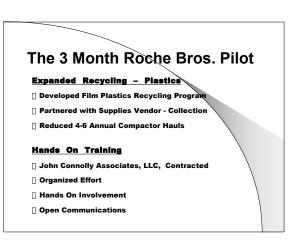
## Partnerships — Key Composter Processor Capacity in Southeastern Mass. Willingness to Change and Adapt Must Work Closely with Hauler and Generator Education, Education, Education Hauler Must Understand Needs of Generator Willingness to Change and Adapt Must Work Closely with Composter and Generator Education, Education, Education

# Partnerships — Key (cont.) Generator Commit to Cultural Change - "Source Separation" Communicate with Hauler and Composter Incentives Work Encourage A Competitive Environment

## The 3 Month Reche Bros. Pilot Top Management Buy In Organics Recycling - A Natural Supermarket Solution Roche Seized Opportunity Involved Committed Store Managers Informational Meetings Presented History - We're A Wasteful Society Defined Roles Store Associates - Critically Important Hauler Must Cooperate Understand "Why" of Organics Recycling Set Financial Goals/Time Line

#### The 3 Month Roche Bros. Pilot Waste Audit Created Baseline Defined, Differentiated "Tipping" vs. "Hauling" Costs Unraveled mysteries of Hidden Costs Identified "Soft Costs" Organics Diversion Recommendations Agreed on Specific Outcomes Set Guidelines for Achieving Budgeted Program Costs Collection Containers Degradable Bags Training Resources (Materials and Labor

The	3 Month Roche Bros. Pilo
Trainin	g Program Development
☐ Create	d Customized Training Guide
☐ Organ	zed Training Steps
☐ Planne	d Individual Store Training Initiatives
	hrough Pilot Stores Manager- John Connolly Associates, LLC –
☐ Engage	i & Educated Department Managers
☐ Finalized	Plan
☐ Dedicate	d Compactor



#### The 3 Month Roche Bros. Pilot Follow Up Monitoring John Connolly Associates, LLC, Followed Through Store Managers Responsible Overcome Challenges Continuing Education Ongoing Monitoring Necessary Point Person" Critically Important Top Management Repeated Support Progress Reports Valuable

The 3 Month Roche Bros. Pilot		
Feedback & Documentation		
☐ Photos		
☐ Reports		
☐ Education		
Post Pilot Roll Out		
☐ Pilot Objectives Achieved		
☐ Pilot A Success		
☐ Pilot So SuccessfulRolled Out To 7 Additional Stores		

#### The 3 Month Roche Bros. Pilot Program Preparation Collection Container Applicability Degradable Bag Suitability And Selection Communications With Direct Participants & Vendors In-store Training Store Management Team Meetings Group Presentation - Concept, Benefits, Training Materials Highlight Roles of Key Stakeholders - Composter & Hauler Encourage Questions And Discussion

#### The 3 Month Roche Bros. Pilot Program Implementation Collection Container Set-up And Degradable Bag Usage Sign Package Placement Department Manager And Employee Communication Address Department-Specific Issues On The Sales Floor Program Follow-up Store Visits And Discussion With Store Management Teams Identify Additional Training Needs By Department Problem Resolution And Opportunity Identification

☐ Communication Back To Stores, Composter, And Hauler